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РЕСПУБЛИКИ КАЗАХСТАН**



**Л. Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТИ
ЕВРАЗИЙСКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ ИМ. Л. Н.
ГУМИЛЕВА**

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Редакция алқасы

МАЙДЫРОВА А.Б. - төрайым, э.ғ.д., профессор, кафедра меңгерушісі,

Л.Н.Гумилев атындағы Еуразия ұлттық университеті, Нұр-Сұлтан қ., Қазақстан

БАЙЖОЛОВА Р.А. - э.ғ.д., профессор, Л.Н. Гумилев атындағы Еуразия ұлттық

университеті, Нұр-Сұлтан қ., Қазақстан

ЕГЕМБЕРДИЕВА С.М. - э.ғ.д., профессор, Л.Н.Гумилев атындағы Еуразия

ұлттық университеті, Нұр-Сұлтан қ., Қазақстан

ТЛЕСОВА Э.Б. - э.ғ.к., доцент, Л.Н. Гумилев атындағы Еуразия ұлттық

университеті, Нұр-Сұлтан қ., Қазақстан

БЕРЖАНОВА А.М. - э.ғ.к., қауымдастырылған профессор, Л.Н. Гумилев

атындағы Еуразия ұлттық университеті, Нұр-Сұлтан қ., Қазақстан

ЖАНАБАЕВА Ж.К. - э.ғ.к., доцент, Л.Н. Гумилев атындағы Еуразия ұлттық

университеті, Нұр-Сұлтан қ., Қазақстан

АУЕЛБЕКОВА А.К. - э.ғ.к., доцент Л.Н. Гумилев атындағы Еуразия ұлттық

университеті, Нұр-Сұлтан қ., Қазақстан

ДОСМАҒАНБЕТОВ Н.С. - э.ғ.м., Л.Н. Гумилев атындағы Еуразия ұлттық

университеті, Нұр-Сұлтан қ., Қазақстан

КАЗБЕКОВА З.К. - магистрант, Л.Н. Гумилев атындағы Еуразия ұлттық

университеті, Нұр-Сұлтан қ., Қазақстан

НҰРЛАНҰЛЫ А - магистрант, Л.Н. Гумилев атындағы Еуразия ұлттық

университеті, Нұр-Сұлтан қ., Қазақстан

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Секция 1: ЕЛ ЭКОНОМИКАСЫНЫҢ ДАМУ ПЕРСПЕКТИВАЛАРЫ

Секция 1: ПЕРСПЕКТИВЫ РАЗВИТИЯ ЭКОНОМИКИ СТРАНЫ

Section 1: PROSPECTS FOR THE DEVELOPMENT OF THE COUNTRY'S ECONOMY

DEVELOPMENT OF SERVICE IN THE HOTEL BUSINESS

Vaimbetova A.B., Akhmetova N.B.

Candidate of Economic Sciences, Associate Professor

Master's student of the «Restaurant business and hospitality»

L.N. Gumilyov Eurasian National University, Nur-Sultan

E-mail: asel_baymbetova@mail.ru, akhmetova.nuray@inbox.ru

Nowadays the concept of business is to be understood not in its old variation of «to praise and sell», but as satisfying the demand and needs of clients. In the hotel industry the "territory" is the place where the organization is located, and it is also the channels of distribution of marketing services. With the opening of a new hotel, the territory of the establishment is of paramount importance, because the information about the hotel is transmitted not as a finished product, but in the form of recommendations from visitors and advertising. A convenient location of the hotel also increases the availability and demand for this type of service. That, in turn, creates a good image for the hotel and facilitates the development of hotel business.

Quality service in the hotel business involves provision of guest accommodation, quality services, departures and feedback.

The pandemic in January - September 2020 resulted in a 49,8% decline in the rate of consumption of this type of service by clients (Fig. 1).

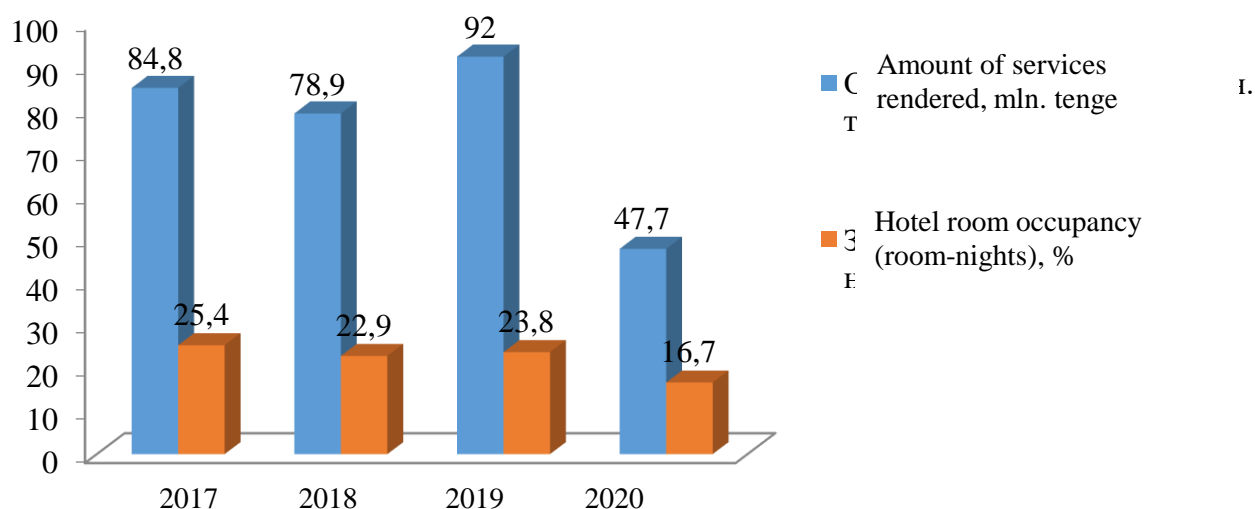


Fig. 1. Amount of services rendered

Note: Provided by the author based on information [1]

The National Bureau of Statistics reported that the number of inbound tourism visitors decreased by 72,3% to 1,8 million people. Meanwhile, the cessation of the tourist flow had a negative impact on the hotel industry. The pandemic crisis of 2020 led to the reduction of the number of hotels in Kazakhstan by 4% and a 55% decrease in hotel industry revenues. These data demonstrate that the industry has been severely affected.

Despite the eased quarantine conditions and the opened borders on the territory of Kazakhstan, all organizations, except for hotels located in natural areas, still suffer losses. Based on experts' estimates, the restoration of the hotel business will take at least three years. In January-September last year, depending on the region and hotel category, the occupancy rate of domestic hotels was only 16,7% [2].

In order to mitigate market risks and exploit service development opportunities in the hotel business, the activities should be carefully planned. Systematic structuring of marketing development tools contributes to competent management of the organization and the development of appropriate forecasts for the nearest future. The plan of marketing development of hotel business is made on conceptual bases and includes strategic, long-term, current marketing plans [3].

For any hotel business to be superior to its competitors and successful in the marketplace, marketing research and monitoring of the quality of services provided should be conducted on an ongoing basis. The goals set cannot be achieved without studying the preferences of regular industry consumers, the market, the ways of development and the service offered. Below are the primary objectives of the hotel business (Fig. 2):

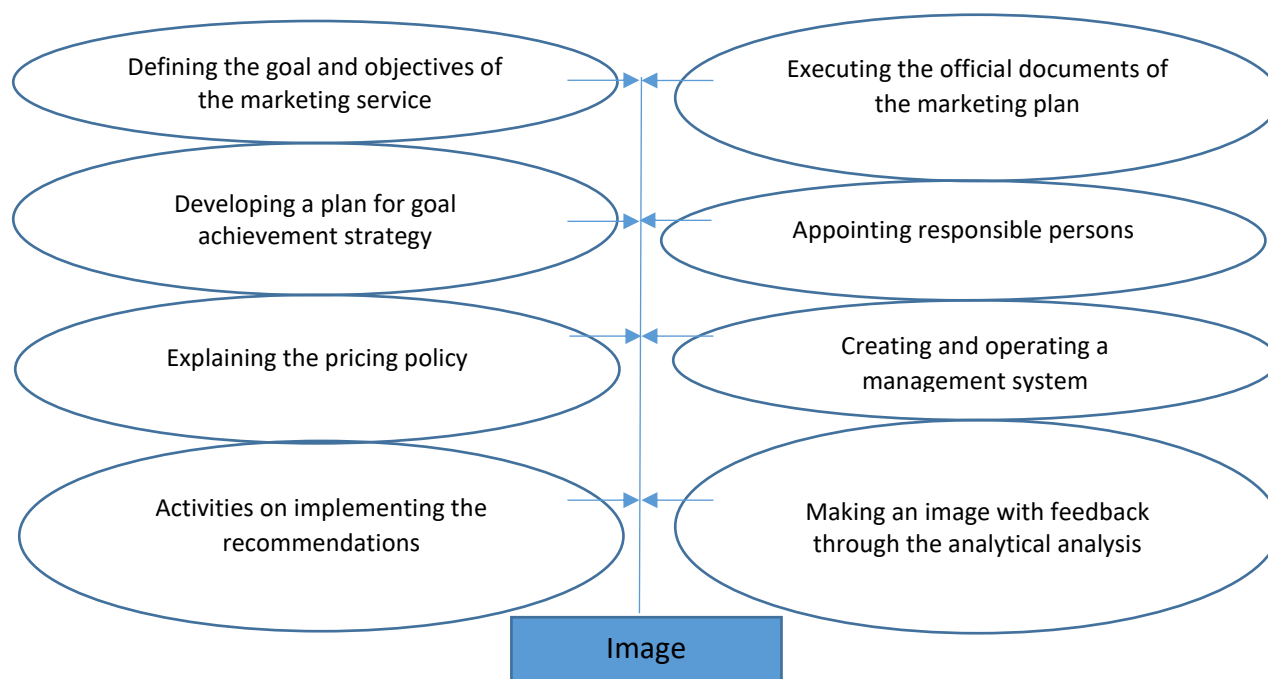


Fig. 2. Objectives for the hotel image making

Note: data provided by the author

To promote the hotel business, present the company as a reliable market entity, make its own image and become a brand, first and foremost, it is necessary to organize the work of the hotel marketing department and highly qualified specialists. Marketing tools: advertising, PR, personal sales, sales promotion. The main purpose is to increase demand, to make an image. The tool used to increase demand depends directly on the purpose and audience of each hotel.

More recently, the trend for hotels and its consumers is considered transparency, including good customer feedback and earning loyalty to the organization among regular guests. PR marketing is used to build an image, economic benefit and increase demand among consumers. While each hotel has its own individual characteristics, there are universal PR techniques. The following solutions are used in foreign hotel experience: charity events; exhibitions in hotels; offering discounts to children and teenagers; weekly presentation of different nationalities' cuisine; musical evenings; meetings with celebrities; holiday events; organization of conferences, round tables, presentations; participation in contests and nominations in the hotel business.

For example, it is no coincidence that in 2018, according to Media consulting & services monitoring, Azerbaijan headed the list in terms of the amount of information about hotels. This was apparently achieved not only due to press releases provided by the media, but also due to informational releases of various events held in hotels. Holding various events in a hotel is more than just an emotional link between the hotel and the consumer, it is also a go-to tool in boosting the number of regular customers and attracting new consumers of this type of service. Moreover, participation of the hotel in contests and nominations, attendance of hotel employees as speakers at workshops and business trainings give rise to popularity and credibility. It should not be forgotten that good marketing and PR can have a negative impact on the hotel if the hotel's internal system is not standardized, the scope of services is not fully developed [4].

Marketing strategy of hotel business consists in determination of goals, their achievement and determination of hotel business goals for each individual hotel product and market for a certain period of time. Nowadays, a better prioritized marketing strategy is the key to a successful business. Every hotel should have a marketing strategy since the hotel staff should understand the goal of the hotel, the point to be reached and get the results. And it is common knowledge that without a clear goal there will be no results.

The hotel uses three main methods of strategy to achieve marketing goals: differentiated marketing strategy - planning the product in several areas, without taking into account the differences between consumers; targeting hotel efforts to several market segments, where the hotel should develop a separate strategy for each segment; targeted marketing strategy - hotel management selects the most promising market segment and makes every effort to cover this segment [5].

Hospitality market segmentation is a key element in selecting a marketing strategy. Careful consideration should be given to who and how to serve in the hospitality industry market, the services provided, and the needs and preferences of consumers. There are three main options for segmentation of the hospitality services

market: by consumer groups; by product parameters; by the main competitive environment (Fig. 3).

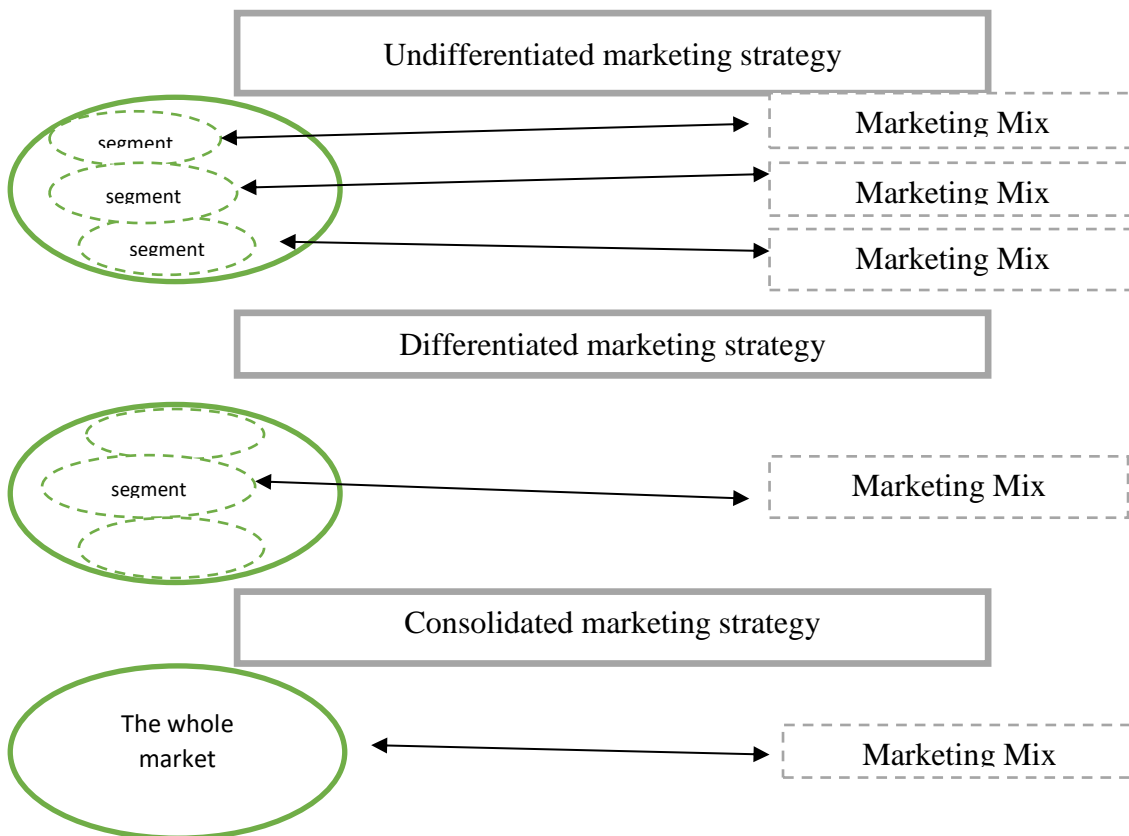


Fig. 3. Types of marketing strategies used in hotel business

Note: the data [6] are provided by the author

The hotel industry is radically different from other sectors of the national economy by its laws and rules. The hotel economy depends mostly on the seasonal factor, hotel location, level of comfort and its features that distinguish it from its competitors. The hotel business marketing is a tool that not only reduces the seasonal factor, inconvenient location and other disadvantages, but also makes it a prestigious hotel among regular and potential customers. But it should be kept in mind that additional services, such as restaurant, sauna, massage, billiards, make up 30% of the hotel's profits.

Rapid changes in trends and demands of modern consumer audience requires to adapt quickly to the market, to be aware of digital marketing trends, to know the latest marketing trends in hospitality. The Covid-19 pandemic greatly influenced on the importance of digitalization, safety, cleanliness and image in the hospitality industry. Below is a look at the latest trends important to the hospitality industry.

Online video marketing is growing at a staggering rate. In 2020, the average consumer watched about 100 minutes of video on average. That is why 92% of marketers consider video marketing to be one of the most effective marketing strategies for 2021. Instagram, Facebook, Tiktok, and You Tube are the most commonly used messengers in overseas hotel marketing.

Dealing with online travel agencies to increase bookings. The number of travelers booking their trips through online travel agencies is 51%, so online travel agencies are important distribution channels. The number of travel agencies has grown significantly in the past five years. And the services of online travel agencies allow consumers to receive multiple services at the same time instead of visiting a personal website [7].

While the global mobilization movement is underway, many hotels are using efficient mobile devices to provide their audiences with a quality service. The hotels that use mobile strategies to engage with visitors have the potential to improve the quality of service and maximize communication with guests. The three most efficient mobile marketing priorities to use when communicating with visitors are suggested below. These mobile tools start working from the moment a guest starts using your services. Careful consideration of the customer's personal time, using the mobile app to facilitate the check in/check out procedure. According to the TripAdvisor poll, 34% of visitors need to be engaged with mobile check-in.

Summing up, one of the biggest problems of Kazakhstan's hospitality industry is the inability to combine national cultural values with European culture. More recently, national style interiors, national cuisine and products amaze and delight not only foreign guests, but also residents of our country, making demand very high. Using Kazakh elements in the hospitality industry is an indispensable opportunity to popularize the hotel and the country.

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